

IN THE CLAIMS

1. (Previously presented) A method of updating content on a web site, the method comprising:
accessing an update profile, the update profile comprising a named party, a uniform resource locator (URL) corresponding to the named party, an e-mail address corresponding to the named party, an update type corresponding to the named party and an update frequency corresponding to the named party;
determining whether content on a website corresponding to the named party URL is due to be updated based on the update frequency;
retrieving a copy of the content on the web site based on the update type, the update type specifying a portion of the content on the website that is retrieved and the copy of content comprising graphic or text selected from the website for updating;
submitting the copy of the content on the web site to the named party as an e-mail attachment in an electronic message;
receiving, as a reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party; and
updating the content on the web site based on, the revised copy of the content on the website received from the named party.
2. (Canceled)
3. (Original) The method of claim 1, wherein the web site content contains an update log and the updating step further comprises updating the update log.
4. (Original) The method of claim 3, wherein the update log comprises a last checked field and a last updated field.
5. (Canceled)

6. (Original) The method of claim 1, wherein the update profile comprises a web page on the web site.

7. (Previously presented) A computer running executable code, the executable code programmed to:

access an update profile, the update profile comprising a named party, an e-mail address corresponding to the named party, a uniform resource locator (URL)

corresponding to the named party, an update type corresponding to the named party and an update frequency corresponding to the named party;

determine whether content on a web site corresponding to the named party URL is due to be updated based on the update frequency;

retrieve a copy of the content on the web site based on the named party URL based on update type, the update type specifying a portion of the content on the website that is retrieved and the copy of content comprising graphic or text selected from the website for updating;

submit the copy of the content on the web site to the named party as an e-mail attachment in an electronic message;

receive, in a reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party;

and

update the content on the web site based on the revised copy of the content on the website received from the named party.

8. (Canceled)

9. (Canceled)

10. (Original) The computer of claim 7, wherein the update profile comprises a web page on the web site.

11. (Previously Presented) A system for automatically updating content on a website corresponding to a named party, comprising:
- a server having non-volatile memory;
 - updating software resident on the server;
 - e-mail software resident on the server;
 - a web hosting server having a uniform resource locator (URL), an e-mail address, an update type and an update frequency associated with the named party and content resident thereon,
- means for communicating between the server and the named party; and
- means for communicating between the server and the web hosting server; wherein the updating software, based on the named party URL, causes a copy of a portion of the content residing on the web hosting server to be submitted to the named party as an e-mail attachment in an electronic message, and the updating software causes the content residing on the web hosting server to be updated based on a revised copy of the content that was submitted to the named party in a reply from the electronic message and received at the server as an e-mail attachment in the reply message, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party, the copy of content comprising graphic or text selected from the website for updating.
12. (Canceled)
13. (Original) The system of claim 11, wherein an update profile comprise a page of the content.
14. (Canceled)
15. (Canceled)
16. (Original) The system of claim 11, wherein the content contains an update log.
17. (Canceled)

18. (Previously Presented) The method of claim 1 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.

19 . (Previously Presented) The method of claim 1 wherein the update profile specifies predetermined graphics or text on the web site to be updated.

20. (Previously Presented) The computer of claim 7 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.

21. (Previously Presented) The computer of claim 7 wherein the update profile specifies predetermined graphics or text on the web site to be updated.

22. (Previously Presented) The system of claim 1 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.

23. (Previously Presented) The system of claim 11 wherein the update profile specifies predetermined graphics or text on the web site to be updated.

24. (Previously Presented) The method of claim 1, wherein the update type is one of a random type, a sequential type and custom type.

25. (Previously Presented) The computer of claim 7, wherein update type is one of a random type, a sequential type and a custom type.

26. (Previously Presented) The system of claim 13, wherein the update type field is one of a random type, a sequential type and a custom type.

27. (Previously Presented) The method of claim 1, wherein the content on the website to be updated is selected randomly.

28. (Previously Presented) The computer of claim 7, wherein the content on the website to be updated is selected randomly.

29. (New) The method of claim 1 wherein the update profile comprises a plurality of named parties.

30. (New) The computer of claim 7 wherein the update profile comprises a plurality of named parties.

31. (New) The system of claim 13 wherein the update profile comprises a plurality of named parties.